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SUBJECT: CAPE TOWN'S PREPARATIONS FOR 2010: EFFORTS
UNDERWAY TO HAVE A "GREEN" WORLD CUP

¶1. Summary: The City of Cape Town and the Western Cape Provincial Government showcased their plans and preparations for the FIFA 2010 World Cup at separate events during the last two weeks. The first event, hosted by the City of Cape Town and the German Konrad-Stiftung NGO, included a lively presentation of Cape Town's goal to host a "Green" World Cup in 2010. Both Mayor Helen Zille and Western Cape Premier Lynn Brown attended the festivity and sat side-by-side at the same table. Various presenters outlined the Green Goal Action Plan to be implemented by the City and the Konrad Adenauer Stiftung. The Plan involves forty-one different projects in nine target areas. The second event, held by the South African Institute of International Affairs (SAIIA), featured Western Cape Coordinator for the 2010 FIFA World Cup Dr. Laurine Platzky who provided an overview of infrastructure and other priorities underway for the big event. She emphasized that both the provincial and municipal governments aim to host a world-class event in 2010 and leave a lasting legacy that will bring benefits to the area's residents over the long-term. End Summary.

¶2. Two separate presentations held over the past two weeks demonstrated the preparations made by the City of Cape Town and the Western Cape Province in their efforts to host a world-class and "green" World Cup. The Green Goal Action Plan Launch, the first of the two events, took place on Friday, October 17 and was as much a celebration as a press briefing. The launch, which opened to loud singing, dancing and horn blowing, provided numerous details and plans for minimizing the impact of the World Cup on its surrounding environment. Speakers volunteered that Cape Town will host eight matches including one semi-final game at the Green Point Stadium between June 11 and July 11, 2010. A Konrad Adenauer Stiftung official pointed out that the impact of an event like the World Cup can adversely affect its surrounding environment. He shared that transportation, accommodation, and stadia construction tend to have the most severe impact on the environment and must be included in Cape Town's Green Goal Action Plan. He added that Germany was pleased to share its "event greening" experience gained from the 2006 World Cup and its "tool box" of potential projects with the City of Cape Town and the Western Cape province.

What is the Action Plan?

¶3. According to hand-outs provided at the launch, Cape Town municipal and Western Cape provincial government employees participated in a series of "greening strategy workshops" over the past several months that were held by Konrad Adenauer Stiftung. The result was the Green Goal Action Plan for the 2010 World Cup. The Plan includes forty-one projects targeting nine different areas that will minimize the carbon footprint of the 2010 events and leave a positive environmental legacy. The nine target areas include: 1) energy and climate change, 2) water, 3) integrated waste management, 4) transport, mobility and access, 5) landscaping and biodiversity, 6) green building and sustainable lifestyles, 7) responsible tourism, 8) green goal communications and 9) monitoring, measurement and reporting.

Specific projects include identifying and implementing carbon offset projects in Cape Town, installing energy efficient technologies and water saving devices in World Cup venues, recycling drop-off centers in the City Bowl District (CBD), Qrecycling drop-off centers in the City Bowl District (CBD), an indigenous gardening training program for Green Point Urban Park and eco-taxis, among others. The Plan foresees a range of actors and partnerships implementing the various projects in the different target areas. Some projects are part of existing initiatives undertaken by the city, provincial and national governments. Some have been budgeted under municipal and provincial budgets. The remainder will require partnerships among donors, business, civil society and government to be completed.

14. Cape Town Mayor Zille and Western Cape Premier Lynn Brown both participated in the launch of the Green Goal Action Plan and committed their administrations to work together to host an excellent and environmentally sustainable World Cup. Zille, who spoke first, mentioned that this event was the first time where both she and the Premier attended an official function together. She commented that since Brown took office, the two levels of government worked together much better. Zille also pointed out that the province's and city's environmental assets were valuable and that both governments would work together to conserve them. She concluded that the 2010 FIFA World Cup would be beneficial for both Cape Town and the Western Cape. Premier Brown, at her turn, expressed the hope that the World Cup would be an opportunity for community participation at all levels, including for those who had been historically marginalized by apartheid. Brown shared that the province had three objectives for the 2010 events including environmental integrity, social equity and economic growth. She committed her administration to promote initiatives (for World Cup preparations) that would minimize the impact of the event on the environment and nearby communities while, at the same time, generating income.

Dr. Platzky Provides More Details

15. The second event, held by the South African Institute of International Affairs (SAIIA), featured Western Cape 2010 FIFA World Cup Coordinator Dr. Laurine Platzky. Dr. Platzky outlined the province's role in preparations for 2010. She noted that the province and the city have different roles. The City of Cape Town is the contracting authority for the World Cup and has signed the Host City Agreement with FIFA. The province, on the other hand, has a more developmental role in preparations. Platzky shared that the Western Cape's objectives for the World Cup included successfully hosting the eight matches that will take place in Cape Town, maximizing the public's benefit from the event and enhancing the entire province's attraction as an investment, trade and tourist destination. As part of these efforts, the province will create additional infrastructure and economic opportunities, promote social cohesion with "a home for all," and increase environmental integrity.

16. Dr. Platzky began her presentation with information and updates on Cape Town's Green Point Stadium. She indicated that more and more people were feeling better about the location of the stadium in Green Point because it is the most accessible part of the city, being within walking distance of many city hotels and public transportation points, such as the train station. Platzky indicated that the stadium, which will seat 68,000 spectators, is currently four days ahead of schedule and about forty percent completed. She predicted that construction would be completed in October 2009. Platzky added that the stadium meets various FIFA requirements. It is a multi-purpose building to be used for both soccer and rugby matches. Its design will mitigate the visual and audio impact of the event on nearby neighborhoods. In line with FIFA requirements, the stadium will run on generators with the national grid as a back-up. Platzky maintained, nevertheless, that Eskom is committed to the success of the World Cup events. The city has also signed a

contract with a management company for a thirty year concession. The Fan Park, which is located by the stadium on one side and the castle on the other, will include both entertainment and hospitality opportunities. A large viewing screen will be erected in the Fan Park with three other viewing areas to be constructed around Cape Town. In addition, planners envision the construction of another five to eight viewing areas to be set up around the province.

¶17. The private sector, including small, young businesses, will provide accommodation for the 400,000 estimated visitors and tourists to Cape Town. Platzky indicated that the province currently has about 108,000 beds within sixty kilometers of Cape Town, with 14,300 beds being within two kilometers of the stadium. She noted that eight new hotels were also under construction in the city and that two cruise ships would sit at the V&A Waterfront during the World Cup to Qships would sit at the V&A Waterfront during the World Cup to provide still more accommodation.

¶18. Numerous upgrades and initiatives are also underway in the transportation sector Platzky continued. The airport and the Cape Town train station are central to the World Cup, and massive upgrading is underway in both places. Platzky pointed out that World Cup planners expect the airport to be the arrival and departure hubs for the South American teams, and they expect to implement a rapid transit route to the city from the airport. The train station will serve the stadium and the fan park. Road upgrades are also taking place at the Koeberg Interchange outside Cape Town and Hospital Bend near Groot Schuur Hospital. There will be park and ride venues as well as special bus routes. Parking for the World Cup events will be available in District Six with shuttles going back and forth to the fan park.

A Lasting Legacy for the Province

¶19. Dr. Platzky enumerated several initiatives that planners hope will promote a lasting legacy for the area. One is to build a soccer culture that will help kids to get off the streets and to be involved in healthy activities. FIFA is building twenty Centers of Hope around the country that will teach soccer and life skills. Platzky indicated that the first center will open in Khayelitsha in March/April of 2009.

Still another idea is to upgrade the stadium in Philippi, which is a very poor township outside of Cape Town.

¶10. Comment: Both events were quite impressive and showed a great deal of preparation and thought by the City of Cape Town and the Western Cape province. A lot of enthusiasm and clever planning went into the Green Goal Action Plan launch. If the presentations are anything to go by, both the Western Cape and Cape Town will host a very successful 2010 FIFA World Cup. End Comment.

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